

Healthy Lungs Campaign August 2018

Dear pharmacy colleagues,

Please find below information on the next campaign in the 2018/19 Community Pharmacy Public Health programme which is based around a **“healthy lungs”** theme.

We ask all Cheshire and Merseyside pharmacies to run the campaign throughout the month of August 2018 and this will enable you to deliver Essential Service 4¹ in the Community Pharmacy Contractual Framework and support your Healthy Living Pharmacy criteria² through displays and by pro-actively offering health promotion and self care advice to patients visiting the pharmacy.

To support the campaign we are providing you with; 50x healthy lungs booklets, developed with the help of Public Health Liverpool, 2x posters and a conversation card produced by the British Lung Foundation to help your team during brief interventions with patients.

According to the BLF over 12 million people in the UK have been diagnosed with lung disease and 550,000 new diagnoses are made each year. The cost of prescribing inhaled medication in the UK is almost £1 billion yet inhaler technique is poor.

As with previous campaigns we need all pharmacies to confirm their participation in this campaign and provide feedback on the materials supplied; to enable you to do this easily all the LPCs are using PharmOutcomes to record the data.

To access the reporting template please log onto PharmOutcomes; clicking on the Service Tab takes you to the Services screen. The left hand side of the screen shows a list of services under the header “Provide Services”; these are the services you have been accredited to provide. The PH Campaign data entry template will be listed under the heading ‘Public Health Campaign’.

The recording window will be open from the 1st of the month following the campaign month and will remain open for 10 working days. Please look out for regular reminders (emails and/or newsletters) via your LPC.

Feel free to add to these materials by sourcing and creating your own resources and building displays in your Health Promotion Zone and windows. You may also wish to consider running an awareness event out in your community; something that many Health Champions in Healthy Living Pharmacies are already doing to create awareness of the extended role of community pharmacy, build their HLP evidence portfolio and make a difference to the health and wellbeing of their local population.

The next campaign will be in October with a further focus on Pharmacy First to promote self-care with materials being sent to you in September.

Thank you for your support to this very important campaign.

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1 <http://psnc.org.uk/services-commissioning/essential-services/public-health/>

2 <https://www.gov.uk/government/publications/healthy-living-pharmacy-level-1-quality-criteria>